

EXHIBIT A: DIRECT MAIL CAMPAIGN



11/21

Declaration of Catherine Drogin in support of Application No. 10/617,935

Based on demonstrated results over the past 13 months, I believe that FunDepressors have proven substantial commercial success and are now precisely poised to achieve ongoing high volume sales and substantial revenues.

BACKGROUND

In order to achieve high volume sales, FunDepressors would need to be sold and distributed through medical supply distributors, who have large sales forces and existing relationships with medical professionals. Without participation by distributors, high volume sales would be unlikely because:

- o I would not be able to expose the product to a large portion of qualified prospective customers without traditional face-to-face contact that requires an existing relationship. Nearly all distributors employ sales representatives who visit their clients on a regular basis.
- o The product would lack sufficient credibility without the implied endorsement of distributors vis a vis the product's appearance in the distributors' catalogs, websites and sales representatives' discussions.

I was advised by knowledgeable industry contacts that before taking on a new product, distributors would expect to see evidence of the product's acceptance among its audiences. This could be achieved in two ways:

- o Produce sales through "test marketing" (i.e. strategically limited sales efforts) to demonstrate salability to multiple audiences and broad geographic ranges.
- o Raise awareness by securing the implied endorsement of trusted sources such as trade publications, websites and other media favored by target audiences.

Based on this information, my strategic plan was to conduct a small direct mail campaign to demonstrate product demand, generate brand awareness via a public relations campaign, and then approach major medical supply distributors.

EFFORTS AND RESULTS:

Direct Mail Campaign (see Exhibit A):

We conducted a direct mail marketing campaign targeting 1,250 pediatricians and pediatric dentists in 12 states between September and November, 2004. The campaign was comprised of a letter introducing the product and its features, a full-color sales flyer illustrating the designs and containing a product sample, and an order form that included

pricing and contact information. I can positively attribute 40 sales in 9 states to this campaign, with the first sale recorded on October 4, 2004.

The sales generated by the direct mail campaign translate to a 3.2% redemption rate, which in the marketing industry is considered to be a very successful performance. I know this is true as I have worked in the marketing industry for 15 years and have extensive experience with direct marketing campaigns.

While a 3% response rate is considered very successful, this overall measure is based on all campaigns, including those introducing new products and those for well known products from trusted companies with high brand awareness and an established consumer base. Thus, I believe the 3.2% positive response dramatically understates the commercial success of my product. I anticipated a response rate below 3% since my product and company were brand new and completely unknown to recipients prior to this campaign.

I am confident that the campaign's success is wholly attributable to the product's features as represented in the various collateral materials, which successfully delivered a convincing case for the product's uniqueness, usefulness and effectiveness. It is clear that the product proved its commercial appeal to its target audiences based on these merits.

Public Relations (see **Exhibit B**):

To raise awareness of the product, we targeted the key trade publications that serve our primary target audiences. These print publications were chosen because they are the most widely read and highly regarded among pediatric medical professionals.

The following trade publications featured FunDepressors in their New Product sections:

<i>Infectious Diseases in Children</i>	(circulation: 60,000)
<i>Contemporary Pediatrics</i>	(circ.: 56,000)
<i>Pediatric News</i>	(circ: 47,000)
<i>Family Practice News</i>	(circ: 86,000)
<i>Dentistry Today</i>	(circ.: 150,000)
<i>Dental Products Report</i>	(circ.: 150,000)

FunDepressors were also featured in the following online media:

Families.com, a website devoted to providing useful information to families
PedTalk and *Code Chat*, two pediatric medicine online chatgroups

In addition to print and online media, FunDepressors received coverage on network television and radio. In March 2005, I was approached by a writer at Medstar Television, America's leader in televised medical news and health information. Medstar, which creates innovative medical and health related news programming and distributes it to all major US television networks, requested my permission to create and release a 30-second news story about FunDepressors at their expense. The story aired on several NBC-TV affiliates as well as radio stations across America during the Summer of 2005.

As a new product introduced by an unknown company, the amount of press FunDepressors have received -- and the particular media that have chosen to feature FunDepressors -- demonstrates strong evidence for commercial success. Based solely on the product and its features, the editors of these primary media were convinced of the uniqueness, relevance and commercial appeal of the product to their readers and viewers.

In addition to a huge boost in brand awareness, I can positively attribute more than 350 requests for free product samples to our public relations efforts.

Distributors (see Exhibit C):

Over the past 6 months, we contacted approximately a dozen distributors that we determined to be market-leaders in their respective areas (medical / dental / medical specialty product sales). We sent each a letter of introduction, product samples and an informational kit. To date, all have either signed contracts with us, initiated the contract procedure, are test marketing the product among their sales representatives, or are waiting for us to receive our next inventory shipment from our manufacturer (expected date: January, 2006) before placing their orders.

That FunDepressors have been embraced by so many of America's top distributors points decisively to the commercial success of the product. The buyers for these distributors are keenly in touch with their customer needs and preferences and have refined judgment for products likely to succeed or fail in the marketplace. Moreover, distributors commonly solicit customers' opinions to assess market demand for new products. Our distributors have reported no negative feedback about FunDepressors to date.

CONCLUSION

I believe that FunDepressors have achieved commercial success, as evidenced by the positive response rate generated by the direct mail campaign, the quantity and nature of placements achieved in our public relations campaign, and demonstrated interest and commitment to carry FunDepressors resulting from our sales efforts with distributors.

In all cases, success has been achieved because of the uniqueness of FunDepressors' features and functions. There is no other product like FunDepressors in the marketplace. Accordingly, FunDepressors have been recognized by doctors, publications, editors and distributors as a completely new and unique product that serves a very useful function and is very relevant to the pediatric medical community.

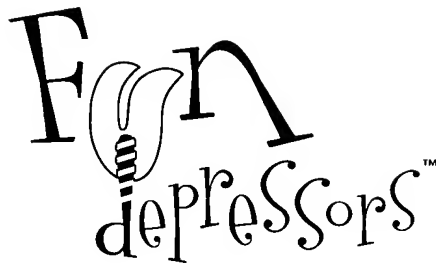
Signed,



Catherine Drogin

11/18/05

Date



Dear Doctor:

Most pediatric professionals agree that oral examinations - and the dreaded tongue depressor - cause terrible fright and panic in young patients. Now, thanks to FunDepressors®, oral exams can be entertaining and rewarding for patients and caregivers alike!

**Less fear and distress for patients means
less time and effort for caregivers!**

With the same size and feel as ordinary wooden junior depressors, FunDepressors are more than functional - they're fun! Each bears a colorful design that grabs patients' attention and encourages their cooperation during the examination. And all FunDepressors are printed with 100% safe, nontoxic FDA-compliant inks.

From ballerinas to basketballs, dinosaurs to daisies, and polka dots to police cars, FunDepressors' playful designs and vivid colors delight boys and girls from infancy through childhood.

As an exam tool and a cost-effective giveaway, FunDepressors are a great value at just \$6.99 per 100-piece variety pack.

**Put an end to your patients' fear of oral exams forever.
Put FunDepressors into your practice today!**

I have enclosed some sample FunDepressors for your consideration. To order more, please visit www.fundepressors.com or call toll free (866) SAY-AAAH.

Sincerely,

A handwritten signature in black ink that reads "Cath. Drogin".

Catherine Drogin
President